LEO BURNETT U.S.A.
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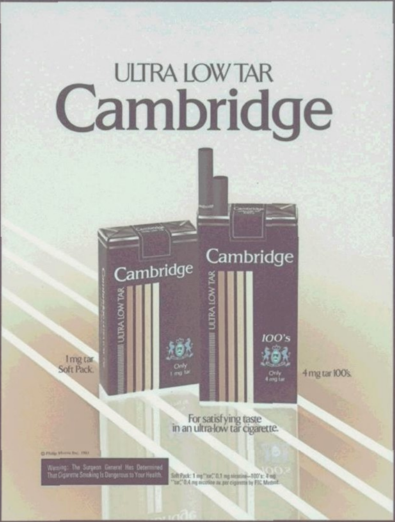

ULTRA LOW TAR
Cambridge

Cambridge
ULTRA LOW TAR
Only
1 mg tar
Cambridge
ULTRA LOW TAR
100's
Only
4 mg tar

1 mg tar
Soft Pack.

4 mg tar 100's.

For satisfying taste
in an ultra-low tar cigarette.

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Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Soft Pack: 1 mg "tar," 0.1 mg nicotine—100's: 4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method.